

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

1.956
A278
Cop. 2

UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
INFORMATION SERVICE
150 Broadway
New York 7, N.Y.



Y O U R F A M I L Y ' S F O O D

For the week of March 17, 1947

(Topics of the Week:

Citrus crop prospects

Captured gold

Ham and eggs

More macaroni, spaghetti, noodles

Plentifuls

ANNOUNCER: ...YOUR FAMILY'S FOOD...a public service broadcast
presented by Station _____, in cooperation with
the United States Department of Agriculture. These
programs are desigend to keep homemakers informed
on factors affecting the daily food supply. We have
with us in the studio today _____
from the _____office of the Production and
Marketing Administration. What do we have lined up
for today, _____?

PMA: Well, I thought we could discuss YOUR FAMILY'S FOOD.

ANNOUNCER: Let's not get personal about this, _____.

FMA: Just trying to give the program an extra plug, _____.
Under the general topic of food, though, we have
these subheadings: current citrus crop prospects,
captured gold...

ANNOUNCER: Hold on there. What's the idea of bringing captured
gold into a discussion of food? Sounds more like a
pirate lore and hidden treasure to me.

PMA: I'm afraid it's not as romantic as all that, but I think you'll agree it's an interesting item. The other chapters of today's tale will be on ham and eggs, and macaroni, spaghetti, and noodles, and of course the usual list of plentiful vegetables and fruits.

ANNOUNCER: That sounds like a lot of food, so let's get started right away. Teeing off with that citrus crop you mentioned, how about doing a bit of crystal gazing?

PMA: Very simple matter, especially with the aid of the Bureau of Agricultural Economics' March 10th crop report before me.

ANNOUNCER: And what do you see, _____?

PMA: The forecast for the total U.S. 1946-47 citrus crop is expected to be about 192 million boxes.

ANNOUNCER: That sounds like a lot of citrus to me.

PMA: It is. But before the late freeze hit Florida in early February we thought we were going to have a bumper crop of over 200 million boxes. As a result of Old Man Weather's invasion of the South, most severe damage was on low ground in the interior of Florida. On the west coast and lower east coast of the peninsula damage was only slight.

ANNOUNCER: In terms of individual fruits how much was lost?

PMA: Latest estimates indicate that about eight million boxes of oranges and three and a half million boxes of grapefruit have been destroyed. The Florida tangerine harvest was nearly complete in February, but most of the remaining fruit was badly damaged, and very little remained for shipment.

ANNOUNCER: Now that Jack Frost has put a kink in our chances for a record citrus crop, how do you think it will compare to previous years?

PMA: Despite frost damage, we expect this year's citrus crop to be 5 percent greater than in the 1945-46 season, and 44 percent over the 10-year average.

ANNOUNCER: I guess if all goes well, we can expect plenty of citrus fruits then.

PMA: Yes, indeed. Not only the fresh varieties, but also supplies of canned juices and segments will be abundant. Canned grapefruit sections are now returning to civilian channels after a tour of duty with the armed forces. In fact, already this year the citrus canning industry has produced more canned fruit segments than they did in the whole of the 1946 season.

ANNOUNCER: Where's my can opener?

PMA: In addition to the old stand-bys such as canned grapefruit juice, canned orange juice, canned lemon and citrus segments, a number of newer products are

PMA: making their appearance on the market.
(continued)

ANNOUNCER: You mean something new has been added?

PMA: Relatively speaking. There's that captured gold
I mentioned earlier.

ANNOUNCER: You mean you were referring to a new kind of ^{product.} citrus /

PMA: Shall we say a relatively new canned
citrus product. When I spoke of captured gold I
was referring to canned tangerine juice.

ANNOUNCER: That sounds like quite a treasure at that.

PMA: It is when you consider how popular this fruit is,
and how short the season always seems to tangerine
devotees. Now though, you can drink tangerine
juice all year round, or at least as long as the
supply lasts.

ANNOUNCER: You mean there's not much around.

PMA: There twice as much tangerine juice this year as
last, but tangerines only make up a small part of our
total citrus crop. There are about a million cases
altogether. Incidentally, the U.S. Department of
Agriculture has set up quality standards for this
comparatively new product. So by the time Spring
really has her feet on the ground homemakers should
be seeing cans of tangerine juice marked Grade A for
"Fancy" and Grade C for "Standard."

1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100. 101. 102. 103. 104. 105. 106. 107. 108. 109. 110. 111. 112. 113. 114. 115. 116. 117. 118. 119. 120. 121. 122. 123. 124. 125. 126. 127. 128. 129. 130. 131. 132. 133. 134. 135. 136. 137. 138. 139. 140. 141. 142. 143. 144. 145. 146. 147. 148. 149. 150. 151. 152. 153. 154. 155. 156. 157. 158. 159. 160. 161. 162. 163. 164. 165. 166. 167. 168. 169. 170. 171. 172. 173. 174. 175. 176. 177. 178. 179. 180. 181. 182. 183. 184. 185. 186. 187. 188. 189. 190. 191. 192. 193. 194. 195. 196. 197. 198. 199. 200. 201. 202. 203. 204. 205. 206. 207. 208. 209. 210. 211. 212. 213. 214. 215. 216. 217. 218. 219. 220. 221. 222. 223. 224. 225. 226. 227. 228. 229. 230. 231. 232. 233. 234. 235. 236. 237. 238. 239. 240. 241. 242. 243. 244. 245. 246. 247. 248. 249. 250. 251. 252. 253. 254. 255. 256. 257. 258. 259. 260. 261. 262. 263. 264. 265. 266. 267. 268. 269. 270. 271. 272. 273. 274. 275. 276. 277. 278. 279. 280. 281. 282. 283. 284. 285. 286. 287. 288. 289. 290. 291. 292. 293. 294. 295. 296. 297. 298. 299. 300. 301. 302. 303. 304. 305. 306. 307. 308. 309. 310. 311. 312. 313. 314. 315. 316. 317. 318. 319. 320. 321. 322. 323. 324. 325. 326. 327. 328. 329. 330. 331. 332. 333. 334. 335. 336. 337. 338. 339. 340. 341. 342. 343. 344. 345. 346. 347. 348. 349. 350. 351. 352. 353. 354. 355. 356. 357. 358. 359. 360. 361. 362. 363. 364. 365. 366. 367. 368. 369. 370. 371. 372. 373. 374. 375. 376. 377. 378. 379. 380. 381. 382. 383. 384. 385. 386. 387. 388. 389. 390. 391. 392. 393. 394. 395. 396. 397. 398. 399. 400. 401. 402. 403. 404. 405. 406. 407. 408. 409. 410. 411. 412. 413. 414. 415. 416. 417. 418. 419. 420. 421. 422. 423. 424. 425. 426. 427. 428. 429. 430. 431. 432. 433. 434. 435. 436. 437. 438. 439. 440. 441. 442. 443. 444. 445. 446. 447. 448. 449. 450. 451. 452. 453. 454. 455. 456. 457. 458. 459. 460. 461. 462. 463. 464. 465. 466. 467. 468. 469. 470. 471. 472. 473. 474. 475. 476. 477. 478. 479. 480. 481. 482. 483. 484. 485. 486. 487. 488. 489. 490. 491. 492. 493. 494. 495. 496. 497. 498. 499. 500. 501. 502. 503. 504. 505. 506. 507. 508. 509. 510. 511. 512. 513. 514. 515. 516. 517. 518. 519. 520. 521. 522. 523. 524. 525. 526. 527. 528. 529. 530. 531. 532. 533. 534. 535. 536. 537. 538. 539. 540. 541. 542. 543. 544. 545. 546. 547. 548. 549. 550. 551. 552. 553. 554. 555. 556. 557. 558. 559. 560. 561. 562. 563. 564. 565. 566. 567. 568. 569. 570. 571. 572. 573. 574. 575. 576. 577. 578. 579. 580. 581. 582. 583. 584. 585. 586. 587. 588. 589. 590. 591. 592. 593. 594. 595. 596. 597. 598. 599. 600. 601. 602. 603. 604. 605. 606. 607. 608. 609. 610. 611. 612. 613. 614. 615. 616. 617. 618. 619. 620. 621. 622. 623. 624. 625. 626. 627. 628. 629. 630. 631. 632. 633. 634. 635. 636. 637. 638. 639. 640. 641. 642. 643. 644. 645. 646. 647. 648. 649. 650. 651. 652. 653. 654. 655. 656. 657. 658. 659. 660. 661. 662. 663. 664. 665. 666. 667. 668. 669. 670. 671. 672. 673. 674. 675. 676. 677. 678. 679. 680. 681. 682. 683. 684. 685. 686. 687. 688. 689. 690. 691. 692. 693. 694. 695. 696. 697. 698. 699. 700. 701. 702. 703. 704. 705. 706. 707. 708. 709. 710. 711. 712. 713. 714. 715. 716. 717. 718. 719. 720. 721. 722. 723. 724. 725. 726. 727. 728. 729. 730. 731. 732. 733. 734. 735. 736. 737. 738. 739. 740. 741. 742. 743. 744. 745. 746. 747. 748. 749. 750. 751. 752. 753. 754. 755. 756. 757. 758. 759. 760. 761. 762. 763. 764. 765. 766. 767. 768. 769. 770. 771. 772. 773. 774. 775. 776. 777. 778. 779. 780. 781. 782. 783. 784. 785. 786. 787. 788. 789. 790. 791. 792. 793. 794. 795. 796. 797. 798. 799. 800. 801. 802. 803. 804. 805. 806. 807. 808. 809. 810. 811. 812. 813. 814. 815. 816. 817. 818. 819. 820. 821. 822. 823. 824. 825. 826. 827. 828. 829. 830. 831. 832. 833. 834. 835. 836. 837. 838. 839. 840. 84

[illegible]

10

ANNOUNCER: I always thought B followed A in the alphabet.

PMA: It does, generally. But not when it comes to tangerine standards.

ANNOUNCER: How come?

PMA: These grade classifications, you know, indicate the quality of the product. Some fruits and vegetables cannot be divided into three grades. Spinach, tomato juice, and catsup are included in this group. There are others too, where there's not enough difference in quality to justify three grades. That's the way it is with tangerine juice.

ANNOUNCER: Then the tangerine juice is either fancy or standard quality.

PMA: That is if it's graded according to Government standards. Although the Government has worked out standards for tangerine juice, it's up to the individual packers whether they want to use them or not.

ANNOUNCER: I take it that some tangerine juice will be graded, while some will not. How did tangerine juice get its start?

PMA: It had its beginning when Florida growers found they had more tangerines than they could ship out of the State. So into the can they went.

ANNOUNCER: That seems logical. After all, we have canned orange and grapefruit juice...why not canned tangerine juice?

PMA: In the beginning, though, it wasn't just a question of popping it into the can.

ANNOUNCER: You mean they ran into trouble?

PMA: Yes. At first attempts to can tangerine juice weren't very successful. The product contained too much oil and deteriorated easily. Methods for manufacturing a palatable, stable product have now been developed, though, so consumers now have one more canned fruit juice from which to choose.

ANNOUNCER: What are some of those other newcomers to the citrus family?

PMA: Citrus juices are now being sold in frozen form, just like other frozen foods on the retail market. A comparatively new product is frozen single-strength citrus juice. There is also a frozen concentrated citrus juice, but it is being distributed primarily to commercial users, such as dairies, that reconstitute it and sell it in bottled drinks.

ANNOUNCER: I understand citrus crystals are being manufactured in powder form.

PMA: That's right. This dehydrated product is said to

PMA: be very good when reconstituted, but its manufacture
(continued) is still in the infancy stage.

ANNOUNCER: I'd say we certainly have come a long way from the days when an orange was a Yuletide treat found in a Christmas stocking.

PMA: Yes. The citrus industry has expanded by leaps and bounds, and each year scientific research finds more ways to process the fruits and adds more to our knowledge of their nutritional qualities.

ANNOUNCER: Science has taught us a great deal about food values that probably would have astonished our grandmothers.

PMA: We seem to learn something new every day. Just take ham and eggs, for instance.

ANNOUNCER: Suits me. I'm very fond of ham and eggs. One of my favorite combinations, as a matter of fact.

PMA: Then I think you'll be interested to know that science has pronounced a blessing on the partnership. Scientists of the Bureau of Animal Industry explain there are very good reasons why ham and eggs are an efficient and satisfying food combination.

ANNOUNCER: Imagine me liking a combination that's got the nod from science. But aside from the fact that they taste good, why are ham and eggs a good team?

PMA: Because the proteins of these foods supplement each other. They do such a good job that they supply

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

PMA: more nourishment when eaten together than when
(continued) they're eaten separately.

ANNOUNCER: In other words this twosome gives an extra food dividend. Now do you think we could team up ham and eggs with some of that spaghetti you spoke of earlier?

PMA: No reason why you couldn't, for there'll be plenty of macaroni, noodles, and spaghetti this year. Our 1946 durum wheat crop, from which these products are made, was the largest in three years. And its quality is fine, too.

ANNOUNCER: Durum wheat is that very hard spring wheat, isn't it?

PMA: Yes. It's not satisfactory for bread, but when millers learned how to grind it into a granular product called semolina, they found durum wheat made the finest of macaroni and spaghetti. Semolina is the choice inner portion of the grain ground to the consistency of table salt. When it's ground finer it becomes durum wheat flour, from which quality noodles are made.

ANNOUNCER: But not all noodles are made of durum wheat flour, and not all spaghetti and macaroni are made from semolina.

PMA: That's right. Only the top quality products. Most manufacturers use a combination that is made of.

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

PMA: semolina and some durum flour. But you can be sure,
(continued) if the fine quality of the 1946 durum wheat crop is any indication of the kind of macaroni and spaghetti we'll have, it will be very fine, indeed. And there'll be no scarcity of any of these products, either.

ANNOUNCER: That is good news. And now what's the good news on this week's plentiful fruits and vegetables.

PMA: Rhubarb is a new comer to some markets.

ANNOUNCER: Any other new arrivals?

PMA: I'm afraid not. The old faithfuls are still coming in in good supply, however. There's plenty of cabbage, carrots, potatoes, turnips, sweet-potatoes, lettuce, celery and cauliflower.

ANNOUNCER: No lack of variety in that line-up, _____. And now what's the good word about fruits this week?

PMA: Well, most markets boast good supplies of oranges and grapefruits. And, of course, apples are still abounding in nearly every Northeast market.

ANNOUNCER: Anything in the protein department?

PMA: Well---there's a good supply of fresh wildlife.

ANNOUNCER: Wildlife---say, what is this---a new kind of gag?

PMA: Not at all. Don't tell me you've never eaten wildlife.

1900-1901

1901-1902

1902-1903

1903-1904

1904-1905

1905-1906

1906-1907

1907-1908

1908-1909

1909-1910

1910-1911

1911-1912

1912-1913

1913-1914

1914-1915

1915-1916

1916-1917

1917-1918

1918-1919

1919-1920

1920-1921

1921-1922

1922-1923

1923-1924

1924-1925

1925-1926

1926-1927

1927-1928

1928-1929

1929-1930

1930-1931

ANNOUNCER: Can't say that I have. After all, I consider myself a pretty civilized guy.

PMA: Well, I don't go round in a bearskin either --- but I go in for wildlife in a big way.

ANNOUNCER: You do. Say what are you driving at?

PMA: Just this. From March 16 to 22 we are celebrating National Wildlife Week, and I thought our listeners would like to know that there's a good supply of fresh caught fish on hand.

ANNOUNCER: Now I'm beginning to see the light. Of course, fish is wildlife. Wait till I try that one on some of my sophisticated friends. What kind of wildlife --- er, fish---will we be seeing this week?

PMA: Fishing boats in the Chesapeake Bay area are coming in to port with plenty of croakers, seabass, scup, flukes, and weakfish. New England fishermen are bringing in heavy catches of cod and especially heavy hauls of haddock.

ANNOUNCER: Well, there seems to be plenty of fish with which to celebrate National Wildlife Week, but I'm afraid I can't say the same for our time. Thanks for being with us this morning. Our guest today was _____ of the _____ Office of the Production and Marketing Administration.

the first of these is the fact that the

the second of these is the fact that the

the third of these is the fact that the

the fourth of these is the fact that the

the fifth of these is the fact that the

the sixth of these is the fact that the

the seventh of these is the fact that the

the eighth of these is the fact that the

the ninth of these is the fact that the

the tenth of these is the fact that the

the eleventh of these is the fact that the

the twelfth of these is the fact that the

the thirteenth of these is the fact that the

the fourteenth of these is the fact that the

the fifteenth of these is the fact that the

the sixteenth of these is the fact that the

the seventeenth of these is the fact that the

the eighteenth of these is the fact that the

the nineteenth of these is the fact that the

the twentieth of these is the fact that the

the twenty-first of these is the fact that the

the twenty-second of these is the fact that the

the twenty-third of these is the fact that the

the twenty-fourth of these is the fact that the